

STRIKING • MODERN SODA FOUNTAINS WITH FORMICA

40
COLORS

Inlays of one color on
another • Metal Inlays
Photo Inlays

• THE FORMICA INSULATION CO. • CINCINNATI, OHIO



FORMICA

**won't
Crack,
Stain
or Chip!**

Formica inlaid table tops, fountain counter and back bar of Formica with inlays in the Steinbach-Kresge Department Store in Asbury Park, N. Y.

Up-to-date merchandising organizations from coast to coast—department stores, drug stores, chain stores, restaurants and confectioners—have been pepping up their premises and increasing the power of their selling appeal by installing handsome new Formica soda fountains, back bars and table tops.

Formica tops are thoroughly modern—thrillingly attractive. Nothing quite like them has ever been available heretofore in the soda

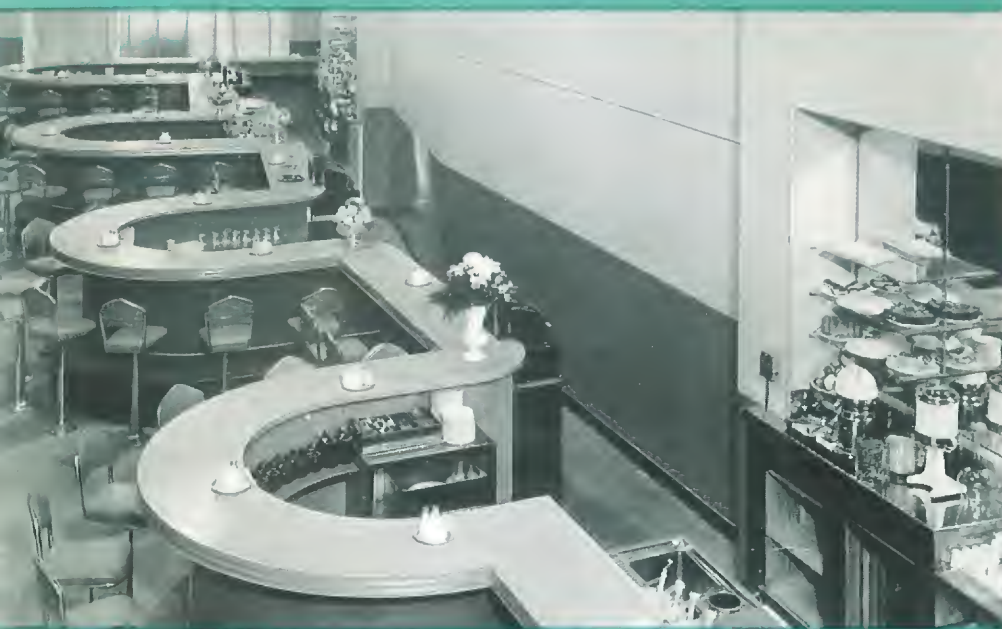
Formica will not chip, break or stain with fruit juices or other liquids. It can be had in a *blisterproof* grade which is absolutely guaranteed not to be injured by lighted cigarettes.

Designs of all kinds, in any combination of colors, or of color with metal can be worked out on the counter and back bar panels. Any decorative scheme you or your designer prefer can be provided.

LLeading Department Stores
and Confectioners have M
Thrilling New Formica Fo



Formica blisterproof inlaid table tops and Formica Soda Bar with blisterproof ivory top and Formica panels in the Read House at Chattanooga, Tenn.



Soda Bar in the Hovey Department Store at Grand Rapids, Michigan, a Unit of Allied Stores. Formica top panels and shelving on this counter. Installed by United American Soda Fountain Company.



**s, Chain Stores, Drug Stores
MODERNIZED with
ountains and Table Tops . . .**



Stain or Chip!

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Up-to-date merchandising organizations from coast to coast—department stores, drug stores, chain stores, restaurants and confectioners—have been peppering up their premises and increasing the power of their selling appeal by installing handsome new Formica soda fountains, back bars and table tops.

Formica tops are thoroughly modern—thrillingly attractive. Nothing quite like them has ever been available heretofore in the soda fountain field. There are more than 40 colors and most attractive flat designs with inlays in contrasting colors of Formica, or of metal and Formica.

Old type fountains are obsolete and will be even more strikingly obsolete in a year or two. Today the demand is for color. Formica is the last word in colorful material specified by the leading architects and decorators for fine public rooms of all kinds in the finest hotels, ships, restaurants, and cafes in this country and Europe.

Why buy a soda fountain that will soon be a back number?

When you need new equipment, one of these colorful and brilliant counters will give your place an eye-appeal that you cannot equal elsewhere and that will not be outmoded in a few months.

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Designs of all kinds, in any combination of colors, or of color with metal can be worked out on the counter and back bar panels. Any decorative scheme you or your designer prefer can be provided.

All of the leading soda fountain manufacturers are glad to supply Formica counters with their equipment if you want them. Among the houses that have handled splendid Formica jobs for leading chain and department store organizations are: Robert Green & Sons, Philadelphia; Russ Soda Fountain Company, Cleveland; Bastian and Blessing, Chicago; United American Soda Fountain Company, Boston; Liquid Carbonic Corporation, Chicago; General Soda Fountain Company, New York; Grand Rapids Cabinet Company and many others.

The color plates enclosed suggest a few of the color combinations that are possible. The widest choice of effects is available.

Before you buy a fountain be sure to find out about Formica.

The Formica Insulation Company

4613 Spring Grove Avenue - - - Cincinnati, Ohio



Soda Bar in the Hovey Department Store at Grand Rapids, Michigan, a Unit of Allied Stores. Formica top panels and shelving on this counter. Installed by United American Soda Fountain Company.



Formica Soda Fountain Counter with Back bar top and panels in the pharmacy of the Hotel Jermyn at Scranton, Penn. The top is Blisterproof. Installed by Liquid Carbonic Corporation.



Formica Soda Bar in the John Shillito Department store in Cincinnati. Formica wainscoting and column covering were also used to convert this unproductive basement space into a profitable traffic-creating department. Installed by John Van Range Company.

FORMICA



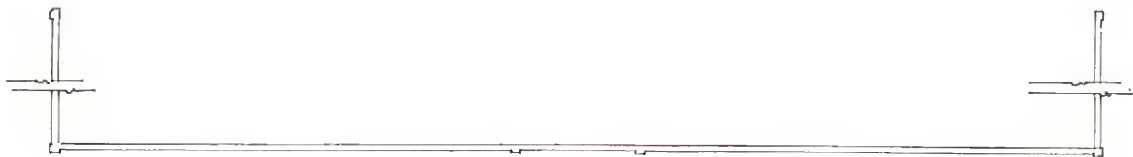
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Five



PLAN

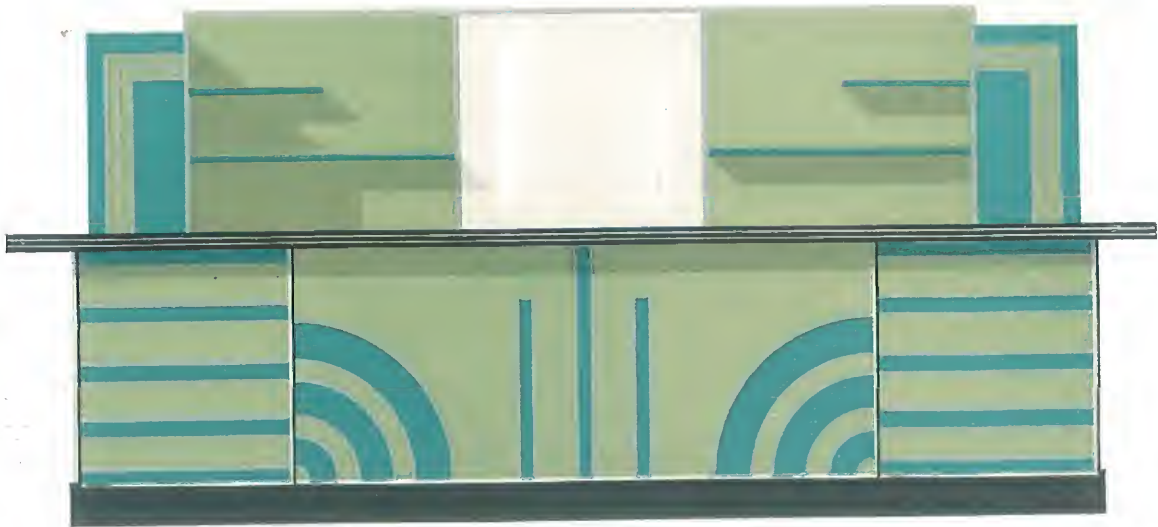


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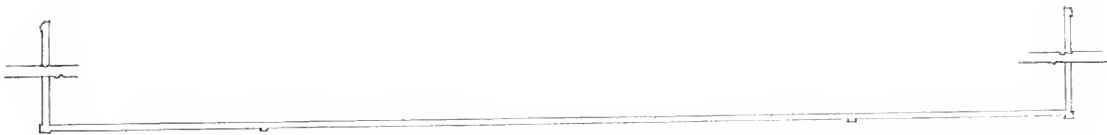


PLAN

FORMICA



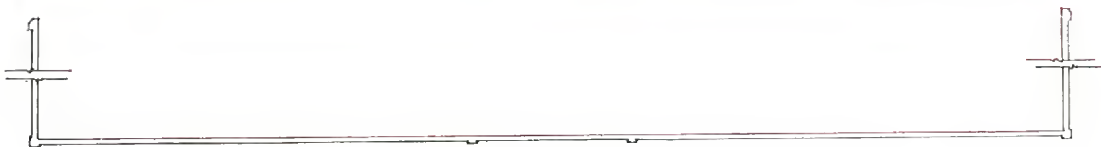
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Eight



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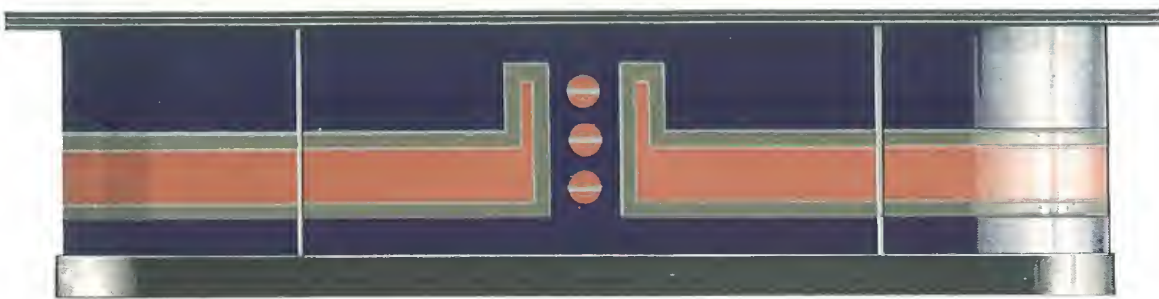
FORMICA



Number
Three



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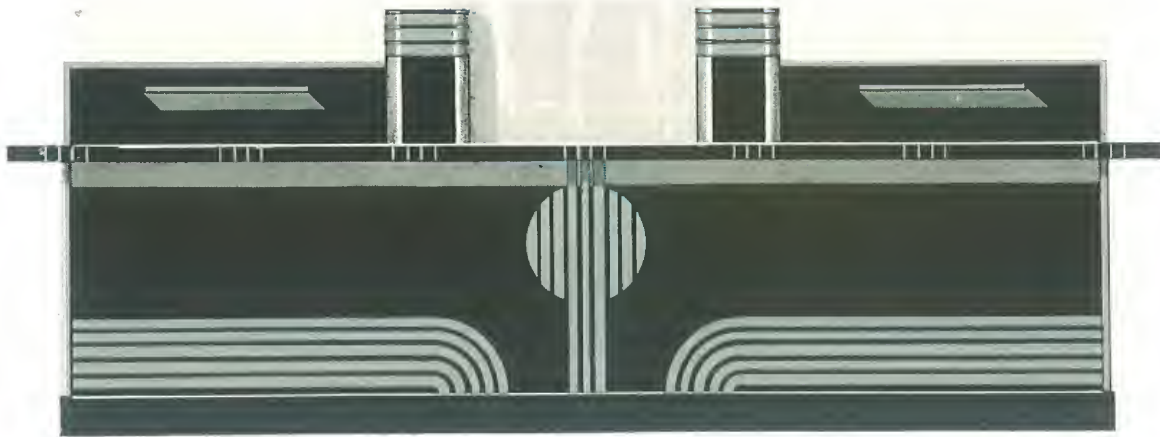


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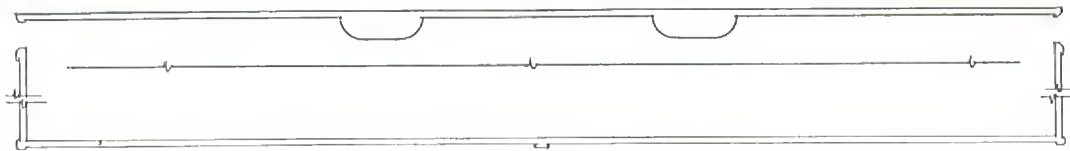


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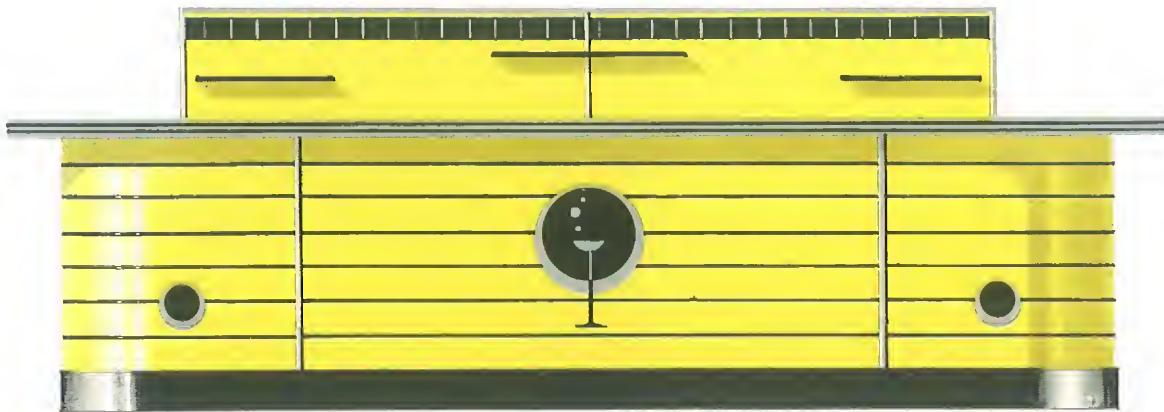
FORMICA



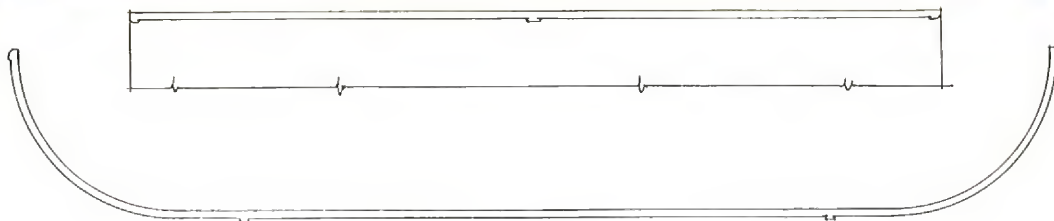
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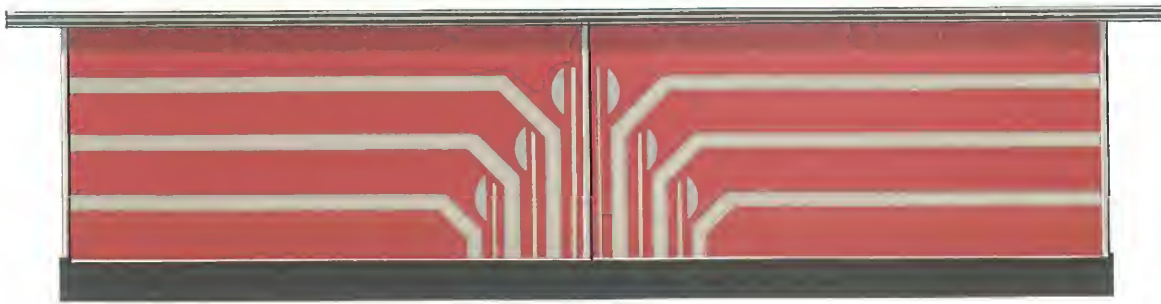


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Two



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FORMICA



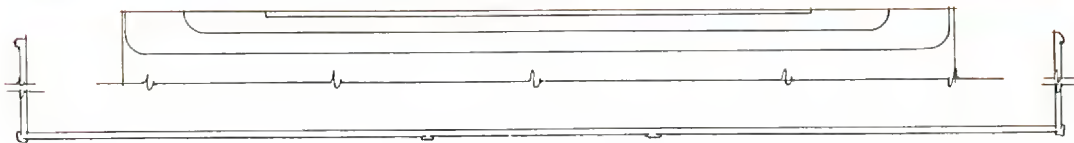
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Nine



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Number
Ten



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Soda Fountain, Counters and Back Bars

See detail sheet showing construction of top, front panels, also plan showing returns. Length given in price list is overall length of top. Returns are figured as 3' 6" from front edge of top to rear end at return. All designs shown use 5 32" hardboard with Wooster molding. This construction is recommended. Designs of flush joint construction should be submitted for quotation. Flush joint designs will run somewhat higher in price than the designs shown.

Horizontal lines shown on front elevations carry through on end panels.

All tops are figured with black blisterproof material. Joints will be doweled and furnished with our standard draw-up angles.

Back bars shown will be furnished with wood backing, ready to install, and with Formica shelves as shown. Back bar prices are for material above back bar top only. Back bar tops are not included in prices.

We do not recommend the use of Formica for the tread where a step is used. The tread should be of another material and furnished and installed by others. The designs shown can be secured either with a 6" high base as shown in vertical section or a riser of the required height as is shown in the alternate section.

Brackets for supporting the top are to be furnished by others due to the variation in requirements with the various interiors which are used. Our prices do not include any supporting brackets of any kind.

LIST PRICES AS FOLLOWS:

Design No. 1

Front Counter with Top and Returns

10 ft. length.....	\$382.00
Extra for additional length per lineal foot..	18.30
Back bar—overall height 2' 3" above top....	151.00
Extra for additional length per lineal foot..	9.40
Mirror to be furnished and installed by others.	

Design No. 2

Front Counter with Top and Returns

With curved ends as shown 10 ft. length....	\$455.00
Extra for additional length per lineal foot..	20.50
Back bar—overall height 1' 9" above top....	124.00
Extra for additional length per lineal foot..	7.60

Design No. 3

Front Counter with Top and Returns

10 ft. length.....	\$400.00
Extra for additional length per lineal foot..	19.75

Design No. 4

Front Counter with Top and Returns

With curved ends as shown 10 ft. length....	\$466.00
Extra for additional length per lineal foot..	20.50

Design No. 5

Front Counter with Top and Returns

10 ft. length.....	\$385.00
Extra for additional length per lineal foot..	19.75

Design No. 6

Front Counter with Top and Returns

10 ft. length.....	\$402.50
Extra for additional length per lineal foot..	20.50

Design No. 7

Front Counter with Top and Returns

10 ft. length.....	\$402.50
Extra for additional length per lineal foot..	20.50
Back bar—overall height 2' 9" above top....	276.50
Extra for additional length per lineal foot..	18.80
Mirror to be furnished and installed by others.	

Design No. 8

Front Counter with Top and Returns

10 ft. length.....	\$420.00
Extra for additional length per lineal foot..	21.20

Design No. 9

Front Counter with Top and Returns

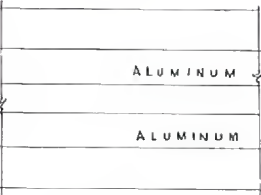
10 ft. length.....	\$397.00
Extra for additional length per lineal foot..	20.50

Design No. 10

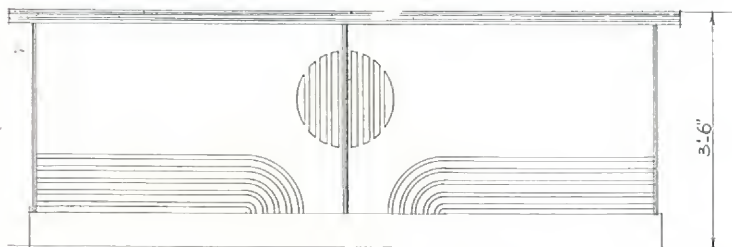
Front Counter with Top and Returns

10 ft. length.....	\$395.00
Extra for additional length per lineal foot..	19.75
Back bar—overall height 1' 3" above top....	180.00
Extra for additional length per lineal foot..	11.10

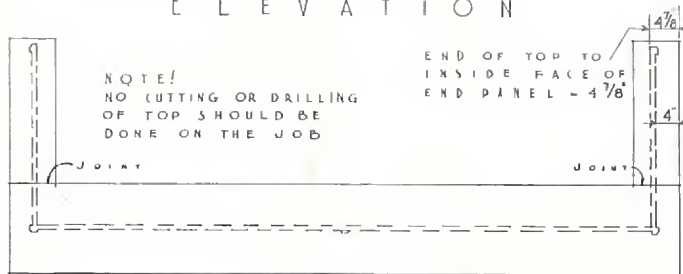
FORMICA



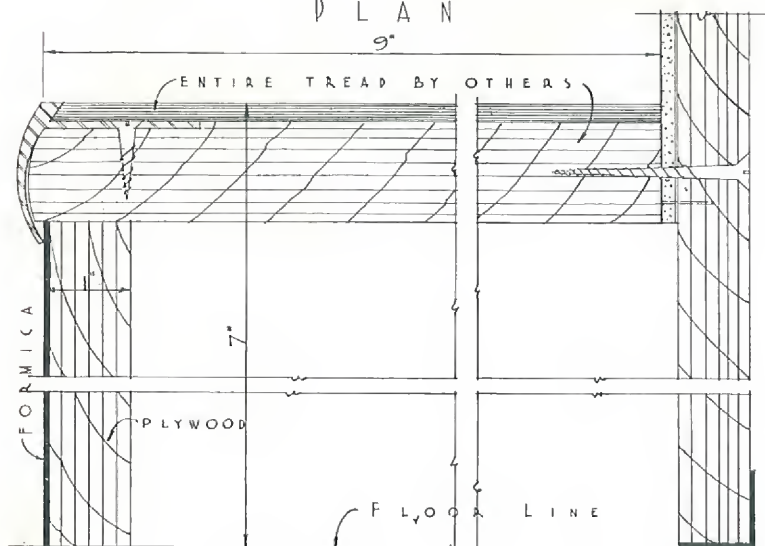
DETAIL OF
INLAID EDGE



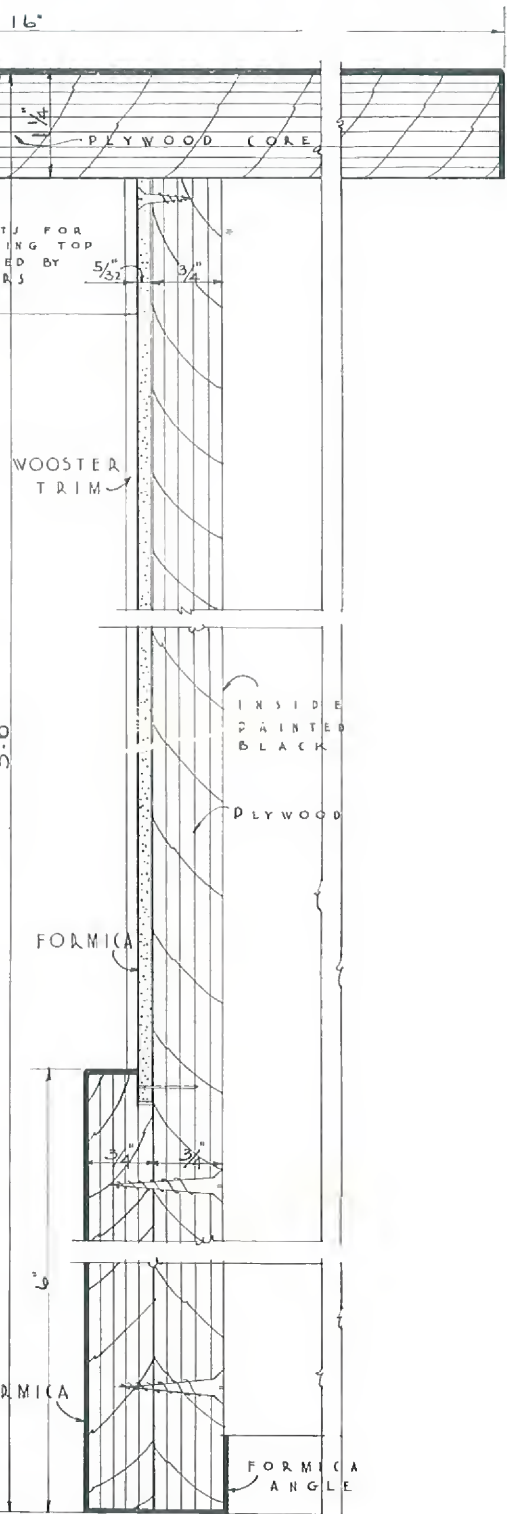
E L E V A T I O N



D L A N
9°



A L T E R N A T E
S E C T I O N S H O W I N G S T E P



VERTICAL SECTION

FORMICA DETAILS FOR SODA FOUNTAIN CONSTRUCTION